

Further Education and Training Certificate: Advertising

SAQA: 50479 | NQF Level: 4 | Total Credits: 148 | Duration: 1 Year (2 Semesters)
Accreditation Authority: Media, Information and Communication Technologies Sector Education and Training Authority (MICT SETA)

Step up your career in Advertising with the Further Education and Training Certificate in Advertising. This qualification equips entry-level persons with the competence to supply vital support services across various functions within an advertising environment, from creative and client service to media, strategy, and production.

Admission Requirements

To register for this qualification, candidates must meet one of the following criteria:

- ❖ National Senior Certificate (NSC)
- ❖ NQF Level 3 qualification or equivalent with communication and mathematics literacy
- ❖ Recognition of Prior Learning (RPL) is available for relevant industry experience

Qualification Structure

This qualification consists of three compulsory components Fundamental, Core and Electives, providing a comprehensive understanding of Advertising, totalling a minimum of 148 credits.

Unit Standard	Modules	NQF Level	Credits
SEMESTER 1			
Core Modules (COMPULSORY)			
10022	Comply with organisational ethics	4	4
10020	Demonstrate an understanding of the competitive environment	4	4
10324	Describe features, advantages and benefits of a range of products or services	4	6
117730	Describe the alignment of the business system to the business strategy and objectives	4	4
114589	Manage time productively	4	4
117513	Use knowledge of self to make a life decision in the creative world	4	5
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120379	Work as a project team member	4	8
117661	Demonstrate an understanding of advertising production	5	8
15096	Demonstrate an understanding of stress in order to apply strategies to achieve optimal stress levels in personal and work situations	5	5
SEMESTER 2			
Fundamental Modules (COMPULSORY)			
119472	Accommodate audience and context needs in oral/signed communication	3	5
119457	Interpret and use information from texts	3	5
119467	Use language and communication in occupational learning programmes	3	5
119465	Write/present/sign texts for a range of communicative contexts	3	5
12154	Apply comprehension skills to engage oral texts in a business environment	4	5
12155	Apply comprehension skills to engage written texts in a business environment	4	5
9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	4	6
119469	Read/view, analyse and respond to a variety of texts	4	5
9016	Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	4	4
7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	4	6
12153	Use the writing process to compose texts required in the business environment	4	5
Elective Modules			
110023	Present information in report format	4	6
117156	Interpret basic financial statements	4	4
120373	Contribute to project initiation, scope definition and scope change control	4	9
120375	Participate in the estimation and preparation of cost budget for a project or sub project and monitor and control actual cost against budget	4	8
120376	Conduct project documentation management to support project processes	4	6
120384	Develop a simple schedule to facilitate effective project execution	4	8

252193	Identify potential and existing customers of the business	4	4
252197	Identify and use marketing resources to meet objectives	4	4

Career Opportunities

Upon completing this qualification, Students can pursue various career opportunities, including:

- ❖ Traffic Assistant
- ❖ Production Assistant (Radio/TV/Print)
- ❖ Artist / DTP Assistant
- ❖ Strategy Data Gatherer
- ❖ Media Analyst
- ❖ Client Service Secretary
- ❖ Creative/Art Director Secretary
- ❖ Production Accounts Processor
- ❖ Brand/Category (Trainee) Assistant
- ❖ Archivist

Articulation Options

- ❖ **Horizontal:** Marketing Communications, Marketing Management, Project Management, and Business Administration (NQF Level 4)
- ❖ **Vertical:** National Certificates in Management, Marketing Management, and Management and Administration (NQF Level 5)
- ❖ *This qualification is a direct feeder into the new Higher Occupational Certificate: Advertiser (NQF Level 5)*